

The Workforce Housing Coalition of the Greater Seacoast

To be a catalyst through a united coalition of individuals, business, government, and community groups, for the development of a range of housing options for the diverse workforce of the greater seacoast regions of New Hampshire and Maine

Charrette Committee Purpose Statement -2015

- **Vision:** This committee will support and advance the WHC mission, by proactively reaching into the community to deliver a charrette each year to a New Hampshire and Maine community, that brings stakeholders together to collaborate and cooperate to provide the opportunity to educate stakeholders on the concepts and value of, and need for, workforce housing in the seacoast region, while addressing any and all factors that negatively impact the opportunities.



Vision Narrative for Workforce Housing Coalition Charrettes - 2015

(The vision itself was originally developed by the Charrette Committee members in 2014, and revised in 2015, as reflected here with the intention of being updated for each charrette)

- A. What is our long-term vision for the impact of WHC charrettes?** The big picture (social, economic, environmental, and/or individual) transformation we hope to foster.

- 1) The WHC charrette committee seeks to conduct workforce housing charrettes in order to:
 - a) provide ongoing opportunities to educate stakeholders on the concepts and values of, and need for workforce housing in the Seacoast region;
 - b) develop a constituency of partners who understand the relationship of workforce housing needs to the economic, environmental, and social wellness of their communities; and work to improve the will to collaborate among these partners;
 - c) increase the capacity of Seacoast¹ communities and stakeholders to make informed decisions that increase the diversity of housing options for people who live and work in these communities.

- B. Who are the intended audiences² for WHC charrettes?** Audiences include, but are not limited to:

- 1) **Property Owners:** Stakeholders in the charrette community who own property including:
 - a) those who own the specific properties on which the charrettes focus;
 - b) those who own properties in the immediate neighborhood of the charrette;
 - c) and those who own property in the larger community

- 2) **Seacoast-area Community Members:** Residents, workers, business owners, employers, and voters in the charrette communities.
- 3) **Government Officials:** State legislators, city/town managers, city councils/select boards, planning boards, etc. representing the charrette communities.
- 4) **Housing Professionals:** Professionals involved with
 - a) housing design and development: architects, landscape architects, developers, contractors, builders, civil engineers
 - b) housing finance and sales: bankers, real estate agents, real estate attorneys
 - c) community planning: local and regional planners, community development directors

C. What are the short, medium, and long-term outcomes sought from the WHC charrettes?

Short-term = change in audience knowledge, skills, attitudes as an immediate result of taking part in a charrette process.

Medium-term = changes in audience behavior in a defined time period after the charrette (such as six months – five years).

Long-term = change in social, economic, environmental, and/or individual conditions for this audience in five – ten years.

- 1) **Property Owners:**
 - a) *Short* – have increased awareness and understanding of
 - i. what workforce housing is,
 - ii. why it is needed,
 - iii. how it is related to land use regulations,
 - iv. how it can be financially feasible,
 - v. and how it can improve community quality of life.
 - b) *Medium* – seek to benefit from the financial, social, and environmental assets they can derive from developing property for workforce housing.
 - c) *Long* – actively seek workforce housing developers as potential buyers, as appropriate.
- 2) **Seacoast-area Community Members:**
 - a) *Short* - have increased awareness and understanding of
 - i. what workforce housing is,
 - ii. why it is needed,
 - iii. how it is related to land use regulations,
 - iv. how it can be financially feasible,
 - v. and how it can improve community quality of life.
 - b) *Medium* – support proposals for workforce housing developments and related land use regulatory changes.
 - c) *Long* – become advocates for the development of workforce

housing and a diversity of housing in their community.

3) Government Officials:


- a) *Short* - partner with WHCGS to host the charrette in their community.
- b) *Medium* – consider workforce housing needs and related land use regulations as basic elements of routine planning processes.
- c) *Long* - employ tools (local zoning, codes, overlay districts, financial incentive, etc.) designed to facilitate the development of workforce housing and a diversity of housing in their community.

4) Housing Professionals:

- a) *Short* - are educated about the financial, social, and environmental benefits of workforce housing.
- b) *Medium* - are actively engaged in educating about and advocating for workforce housing.
- c) *Long* - consider workforce housing an integral part of housing and mixed-use development planning.

¹ *Seacoast: the Workforce Housing Coalition service areas in Maine and New Hampshire*

² *Audiences: refers not only to those who directly participate in charrette events, but to the larger community who might be engaged through indirect means such as news articles, conversations with neighbors, etc.*

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- **Mission:** To insure the value proposition of the WHC is realized through tangible measureable results as made possible through the charrette (community –wide) exercise and process. The charrette will develop a constituency of partners who understand the relationship of workforce housing impacts on economic, social, and environmental wellness of the seacoast region. The charrette will build the capacity of seacoast communities and their stakeholders to make informed decisions that increase the diversity of housing options for people who live and work in the seacoast of New Hampshire and Maine.
 - **Strategy:** Through the volunteer committee structure, to serve the WHC mission by developing new and sustaining charrettes in New Hampshire and Maine on an annual basis. The charrette will generate revenue, and enhance the deliverable value proposition of WHC, by building partners and stakeholders committed to ways to insure workforce housing opportunities are possible in our communities. These efforts will be anchored in the guiding principles of the importance of educating members of the community on the importance of addressing and advocating for the development of a

wide-range of workforce housing options for the diverse workforce of every community in the seacoast area that the WHC serves.

- **Tactics:** Though the sub-committee structure, the following areas will be the emphasis. Positive and productive relationships with those individuals and the bodies they serve are a priority:
 - 1) Town Government and the public sector
 - 2) Policy, rules and regulations
 - 3) Residents
 - 4) Property owners
 - 5) Business
 - 6) Sponsorship, Donors and members

Tactics Narrative

- **Charrette:** A community Charrette will be planned and executed on an annual basis in both Maine and New Hampshire, to stimulate specific ways for members of community to think about workforce housing opportunities, and ways in which to accomplish that aspirational goal
- **Sponsorship:** The committee will develop and solicit sponsorship opportunities that provide those sponsors a return on their investments and commitments. The committee will use existing and develop new sound communication systems as well as tracking methods of sponsors
- **Donors:** A plan for using existing and developing new methods of communication will be used to proactively solicit and secure donors who are making charitable gifts to the WHC charrette. Communication strategies and methods will be developed by the committee that solicits, tracks, gives thanks and manages donor renewals too
- **Membership:** A comprehensive and detailed plan will be developed to keep current and renew existing members, and solicit new members through the charrette process and exercise. This will include communication strategies and tracking of activity to focus on growth of the new, and sustainability of the existing members
- **Grants:** Whenever possible, appropriate grants will be sought out and applied for
- **Development of New Ideas:** The Charrette Committee will work in cooperation with other committees to consider revenue development components of their efforts. At the same time, the committee will explore new appropriate ideas to enhance and evolve the charrette so it meets the needs of community while fulfilling the mission of WHC.

Charrette Committee Volunteer Job Description

- **Meeting schedule:** This committee will meet the second Thursday of each month (except August and February) at 8:30-10:00. The meetings will be held at the WHC office , the McConnell Center , site 302A, 61 Locust Street, Dover NH, 03820
- **Volunteers:** As a member of the Charrette Committee, volunteers will embrace and advance the mission of the WHC, its mission and its program of work
- **Meetings:** Committee members will make every effort to attend all committee meetings as an active, engaged and contributing participant
- **Mission:** Committee members will in good- faith work to develop, monitor, and advance the mission of WHC through the mission of the committee, while ing the committee in growing its ability to produce tangible results
- **Role:** Committee members will serve as advocates and stakeholders of the mission of the committee, and will use and apply available resources to forward the mission. Committee members will accomplish this goal at the will and discretion of the WHC Board of Directors who are the ultimate authority of all committees, volunteers and the WHC program of work
- **Collaboration:** Committee members will collaborate with staff and members of the Board of Directors to be innovative, creative ,and productive while assuming full

responsibility for advancing the committee mission in cooperation with staff and Board ,
with positive and productive attitude and a team spirit

Volunteer Agreement

Name _____

Company Name _____

Address _____

Email _____

Phone (direct) _____

Phone (mobile) _____

Signature _____

Date _____